

## ORDER



**Orders**  
**Order / Rev:** 68536  
**Alt Order #:** 9852564 /Brad  
**Product Desc:** LOU BARLETTA  
**Estimate:** 469  
**Flight Dates:** 10/29/12 - 11/06/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** GENERAL

## WHP-TV CBS21

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Brabender Cox Mihalke  
**Buying Contact:**  
**Billing Contact:**  
 1218 Grandview Avenue  
 Pittsburgh, PA 15211

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Barletta/R/Congress  
**Demographic:** A35+  
**Product Codes:** US Congress  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	84	\$46,590.00	\$39,601.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	84	\$46,590.00	\$39,601.50	0.00
<b>Totals</b>	<b>84</b>	<b>\$46,590.00</b>	<b>\$39,601.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WHP-TV CBS21	23%	\$46,590.00
Market	100%	\$202,565.22

## Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	3%	\$6,076.96
WGAL	38%	\$76,974.78
WHTM	22%	\$44,564.35
WLYH	1%	\$2,025.65
WPMT	13%	\$26,333.48

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WHP	10/29/12	11/05/12	Late Late Show	CM	1235a-135a	MTWTF--	:30	3	\$35.00	P-2	0.00	NM	4	\$140.00
				Late Late Show/Ferguson											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		3				\$35.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$35.00		0.00			
2	WHP	10/29/12	11/06/12	CBS This Morning	CM	7a-9a	MTWTF--	:30	5	\$75.00	P-2	0.00	NM	7	\$525.00
				CBS This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$75.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2				\$75.00		0.00			
3	WHP	10/29/12	11/05/12	M-F 10a-11a	CM	10a-11a	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	4	\$800.00
				M-F 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WHP	10/29/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$200.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$200.00		0.00			
4	WHP	10/29/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$325.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$325.00		0.00			
5	WHP	10/29/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	3	\$275.00	P-2	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$275.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$275.00		0.00			
6	WHP	10/29/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$175.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$175.00		0.00			
7	WHP	10/29/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$175.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$175.00		0.00			
8	WHP	10/29/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$200.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$200.00		0.00			
9	WHP	10/29/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$700.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$700.00		0.00			
10	WHP	10/29/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$800.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$800.00		0.00			
11	WHP	10/29/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$325.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$325.00		0.00			
12	WHP	10/29/12	11/05/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	2	\$140.00	P-2	0.00	NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					2	\$140.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$140.00		0.00			
14	WHP	10/29/12	11/06/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----					1	\$2,250.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$2,250.00		0.00			
15	WHP	10/29/12	10/30/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
16	WHP	10/29/12	10/30/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$2,850.00	P-2	0.00	NM	1	\$2,850.00
17	WHP	10/29/12	11/06/12		CM	8p-9p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Wed Reg 1															
Wed 8p-9p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$3,000.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
18	WHP	10/29/12	10/31/12	Wed Reg 2	CM	9p-10p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
Wed 9p-10p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$3,000.00		0.00			
19	WHP	10/29/12	11/01/12	Thu Reg 1	CM	8p-9p	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
Thu 8p-9p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$3,000.00		0.00			
20	WHP	10/29/12	11/01/12	Thu Reg 2	CM	9p-10p	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
Thu 9p-10p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$2,500.00		0.00			
21	WHP	10/29/12	11/02/12	Fri Reg 1	CM	8p-9p	----F--	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
Fri 8p-9p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,350.00		0.00			
22	WHP	11/03/12	11/04/12	Sa-Su 6p-630p News Rot	CM	6p-630p	-----12	:30	3	\$140.00	P-2	0.00	NM	0	\$0.00
CBS 21 News at 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----12					3	\$140.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/29/12-11/04/12		Sa-Su 6p-630p News Rot		6p-630p	-----SaSu	:30		<del>(\$140.00)</del>		0.00	NM		
See MG 25.2,25.3,25.4,25.5															
[Program Change]															
2	WHP	10/29/12-11/04/12		Sa-Su 6p-630p News Rot		6p-630p	-----SaSu	:30		<del>(\$140.00)</del>		0.00	NM		
See MG 25.2,25.3,25.4,25.5															
[Program Change]															
3	WHP	10/29/12-11/04/12		Sa-Su 6p-630p News Rot		6p-630p	-----SaSu	:30		<del>(\$140.00)</del>		0.00	NM		
See MG 25.2,25.3,25.4,25.5															
[Program Change]															
23	WHP	10/29/12	11/03/12	CBS This Morning Satur	CM	9a-11a	-----S-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
Saturday Early Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$125.00		0.00			
24	WHP	10/29/12	11/03/12	Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
Sa 7p-730p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$250.00		0.00			
25	WHP	10/29/12	11/03/12	Sat Reg 2	CM	9p-10p	-----S-	:30	1	\$575.00	P-2	0.00	NM	4	\$995.00
Sat 9p-10p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$575.00		0.00			

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
25	WHP	10/29/12	11/03/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$575.00	P-2	0.00	NM	4	\$995.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$575.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/29/12-11/04/12		Sat Reg 2	9p-10p		-----Sa--	:30		<del>(\$575.00)</del>		0.00	NM		
See MG 25.2,25.3,25.4,25.5 [Program Change]															
2	WHP	11/04/12-11/04/12		NFL RS Pre Game	12p-1p		-----Su	:30		\$550.00		0.00	NM		
Ⓜ MG for 22.3,22.1,22.2,25.1 [MG within Flight]															
3	WHP	11/03/12-11/03/12		SEC Day Game	Various		-----Sa--	:30		\$350.00		0.00	NM		
Ⓜ MG for 22.3,22.1,22.2,25.1 [MG within Flight]															
4	WHP	11/03/12-11/03/12		Sa 1130p-1230a	1130p-1230a		-----Sa--	:30		\$60.00		0.00	NM		
Ⓜ MG for 22.3,22.1,22.2,25.1 [MG within Flight]															
5	WHP	11/03/12-11/03/12		Sa 1230a-130a	1230a-130a		-----Sa--	:30		\$35.00		0.00	NM		
Ⓜ MG for 22.3,22.1,22.2,25.1 [MG within Flight]															
26	WHP	10/29/12	11/04/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----11	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----11	2		\$200.00		0.00						
27	WHP	10/29/12	11/04/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$275.00		0.00						
28	WHP	10/29/12	11/04/12	Face the State Face the State	CM	1130a-12p	-----S	:30	1	\$110.00	P-2	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$110.00		0.00						
29	WHP	10/29/12	11/04/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
													Totals	84	\$46,590.00